GUIDE TO CREATING VIDEOS FOR SOCIAL NETWORKS

- 1,200% more interaction than text and images.
- 82% of buyers influenced by video.
- Videos < 90 sec retain 50% of viewers.
- An unfinished video reduces its algorithmic scope.

1. Choose the objective of your video:

- [ ] Increase visibility and brand awareness.
- [ ] Create engagement with the audience.
- [ ] Educate and inform customers.
- [ ] Enhance your employer brand.
- [ ] Generate leads with promotional content.

Check its range. Have you successfully completed any of the following:

- [ ] Increase in the number of subscribers.
- [ ] Engagement (viewing time ≥ 3 sec, saves, likes, comments, shares).
- [ ] Increased brand searches and web traffic.
- [ ] Increase in private messaging (DM) by industry.

2. Essentials for filming with a phone:

- [ ] **Camera:** Cinematographic mode, squaring people.
- [ ] **Lighting:** Natural light or ring light, avoid overexposure.
- [ ] **Audio:** Quality microphone (e.g. Lavalier), avoid ambient noise.
- [ ] **Stability:** Tripod or stabilizer for smooth video.
- [ ] **Sound and Narration:** trendy music, AI tools like ElevenLabs.

3. Types of content to focus on:

- [ ] **Before/After:** Showing the transformation of projects.
- [ ] **Demonstrations and advice:** sharing expertise and tips.
- [ ] **Team and culture:** show the atmosphere with the POV format.
- [ ] **Interactive publications:** Encourage comments and feedback.
- [ ] **Engagement and conversation:** Create challenges and encourage exchange.

4. Publication calendar:

- [ ] Plan a mix of educational, entertaining and promotional content.
- [ ] Test for 2-3 weeks and adjust accordingly.
- [ ] Follow trends (hashtags, music, competition).
- [ ] Batch filming to optimize time and quality.
- [ ] Publish regularly (e.g. 3x/week) to maximize the algorithm.

5. Video production tips to maximize engagement:

- [ ] Get hooked in the first 3 seconds.
- [ ] Use short videos.
- [ ] Add subtitles.
- [ ] Include a call to action (CTA).
- [ ] Optimize your thumbnail.

6. Shooting tips for maximum impact:

- [ ] Film in vertical format (9:16).
- [ ] Careful editing and transitions.
- [ ] Vary the angles and insert B-roll.
- [ ] Optimum framing using 3x zoom and tight framing.
- [ ] Maintain a consistent brand image.

7. Tips for maximizing visibility and increasing your subscribers:

- [ ] Mix 5 to 10 relevant hashtags (industry, trend, location, brand).
- [ ] Interact with comments to help the algorithm and the community.
- [ ] Strategic collaborations to boost visibility.
- [ ] Consistency and frequency to avoid loss of range.
- [ ] Optimized publishing time when your audience is most active.
- [ ] Invite non-subscribers on Facebook.

8. Additional tips for success:

- [ ] Create high-impact storytelling videos to captivate your audience.
- [ ] Share and encourage user-generated content to boost credibility and engagement.
- [ ] Balance sponsored and organic content.
- [ ] Create ads for high-performance publications.
- [ ] Focus on engagement.
- [ ] Test, analyze and adjust campaigns to maximize impact and profitability.

9. Ultra-efficient mobile apps for quick and easy pro content:

InShot: Very approachable for trimming, resizing, music, text, transitions, voiceovers, and captions.
inshot.com

Edits by Instagram: Free, mobile-first, high-resolution exports, captions, green screen, teleprompter-style recording, analytics, and direct Instagram workflow.
creators.instagram.com/edits

Canva Video: Useful for templates, logos, brand colours, product graphics, lower thirds, slides, and simple animations.
canva.com

CapCut: Popular alternative with advanced features, but less intuitive. Created by the same company as TikTok.
capcut.com

Bonus Chapter:

How can artificial intelligence be used to create videos quickly and easily?

Artificial intelligence (AI) is everywhere these days, and it can even help you create captivating videos for your construction, renovation or maintenance business! This simple guide shows you how to use AI to come up with video ideas and write scripts, even if you're not a computer expert.

Introduction

AI is like an intelligent assistant that can learn and work like a human.In the world of video, it can help you come up with original ideas, write scripts and even create images! For construction, renovation or maintenance companies, it's a valuable tool for standing out and attracting new customers.

This guide will show you how to use AI to:

- Find video ideas that interest your customers.
- Write clear, captivating scripts.
- Create high-quality images and videos.

Step 1: Find video ideas with AI

No more headaches when it comes to finding video ideas! AI tools like ChatGPT, Gemini Advanced and Perplexity can give you a helping hand. Here's how :

1. **Choose an AI tool.**
   ChatGPT is a good place to start, because it's easy to use and free.
2. **Give clear instructions to the AI.**
   For example, you might ask, "Give me 10 video ideas for a kitchen remodeling company."
3. **Explore AI suggestions.**
   The AI offers you a list of ideas. Some will be excellent, others less so. It's up to you to choose the ones you like best!
4. **Be precise in your requests.**
   The more information you give the AI (your target audience, video style, etc.), the better its suggestions will be.

Examples of questions to ask the AI:

- "What are the trends in bathroom renovation?"
- "How to create an impactful before-and-after video?"
- "What themes are homeowners interested in when it comes to renovating their homes?

Types of video ideas that AI can generate:

- **Unique and trendy ideas for a specific niche:** Ask AI to generate original and trendy ideas for your niche, taking into account current trends and your target audience.
- **YouTube Shorts ideas:** AI can help you come up with catchy, concise concepts for short, punchy videos.
- **Narrative video concepts:** Create captivating videos using AI to generate story ideas and scenarios.
- **"List"video ideas:** Present information in a structured and engaging way by asking the AI to generate 'Top 10' or '5 tips for...' video ideas.
- **Collaborative video ideas:** AI can help you come up with video concepts in collaboration with other content creators.
- **YouTube series concepts:** Build audience loyalty by creating video series. AI can help you come up with themes and episode ideas.
- **Seasonal or event-based video ideas:** Take advantage of events and seasons to create themed videos.The AI can suggest ideas for Christmas, summer, Halloween, etc.
- **Educational videos on renovation:** Explain the stages of a renovation project, from budget to completion, using AI-generated ideas.
- **Videos answering frequently asked questions:** Address the concerns of your potential customers by creating videos that answer their most common questions.
- **Project videos:** Inspire your customers with examples of successful renovation projects.
- **Behind-the-scenes videos:** Build trust by showing your team's professionalism behind the scenes.
- **Latest trends videos:** Position yourself as an expert by sharing the latest renovation trends.
- **Step-by-step tutorials:** Guide your customers by creating videos that clearly explain how to perform certain renovation tasks.
- **Videos with customer testimonials:** Use social proof to reinforce your credibility and reassure potential customers.

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- **Time-lapse videos:** show the transformation of a space in a dynamic and captivating way.
- **Before/after comparisons:** Highlight the impact of your work using split-screen videos.
- **A day in the life of..."** videos Create relatable content by showing a typical day on a renovation site.
- **Renovation cost videos:** Provide transparent information on costs and help your customers draw up a realistic budget.
- **Videos explaining building permits:** Simplify the process and answer questions about the permits required for renovation work.
- **Videos with tips for optimizing a budget:** Give practical advice to help your customers realize their projects without breaking the bank.
- **Videos on the qualities of a good entrepreneur:** Showcase your expertise and professionalism while providing useful information.

Step 2: Writing a script with AI

A good script is essential for a successful video. AI can help you write a script from scratch, or improve an existing one.

AI tools for writing scripts:

- **ChatGPT, Claude, or Gemini:** flexible script drafting, idea generation, hooks, rewrites, and role-playing customer questions.
- **Jasper:** Offers suggestions for improving tone, structure and dialogue.

Tips for using AI:

- **Give the AI as much information as possible.** Explain the subject of the video, the tone you want to adopt, and the target audience.
- **Feel free to modify the script generated by the AI.** AI is a tool, not a replacement. Add your personal touch for a unique result.

Step 3: Create images and videos with AI

AI can also create images and videos from text! Here are a few tools to explore:

- **Midjourney:** high-quality creative concepts and mood boards.
- **Leonardo AI:** product, architectural, marketing, and controlled image creation.
- **Ideogram:** images containing readable text.
- **OpenArt:** multi-model image and video creation.

How to use these tools:

- **Describe what you want to see.** Be specific in your instructions. For example, "A modern kitchen with a center island and marble countertops."
- **Use images as a basis.** You can give an existing image a "makeover" by asking the AI to modify certain elements.
- **Explore the different options.** Most AI tools offer several variations of the same image.

Step 4: The finishing touch

Your video is almost ready! All that's left is to add a few elements to make it look professional:

- **Music:** Choose music that supports the tone without competing with the speaker. Use a library with clear licence terms, such as YouTube Audio Library or Adobe Stock audio. If you generate music with Suno, verify that the plan and download conditions allow commercial use.
- **Narration:** Use the representative's own voice whenever possible. For synthetic narration, Adobe Express, ElevenLabs, Kapwing, and Animaker are options. Check commercial rights, and obtain consent before cloning anyone's voice.
- **Text and branding:** Add readable captions, product names, key specifications, and a clear call to action. Use Adobe Express, Canva, Kapwing, Edits, InShot, or CapCut to add text and the official company logo.
- **Final quality check:** Before publishing, verify the music licence, captions, product information, logo, voice permissions, spelling of model numbers, and readability on a phone.

Conclusion

AI is a powerful tool for creating captivating videos, and construction, renovation or maintenance companies aren't left out in the cold. Feel free to explore the different tools and experiment to find what works best for you. With a little practice, you'll be creating videos that will attract new customers!

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